

2-23-1978

UA12/2/1 Spring Fashions '78

WKU Student Affairs

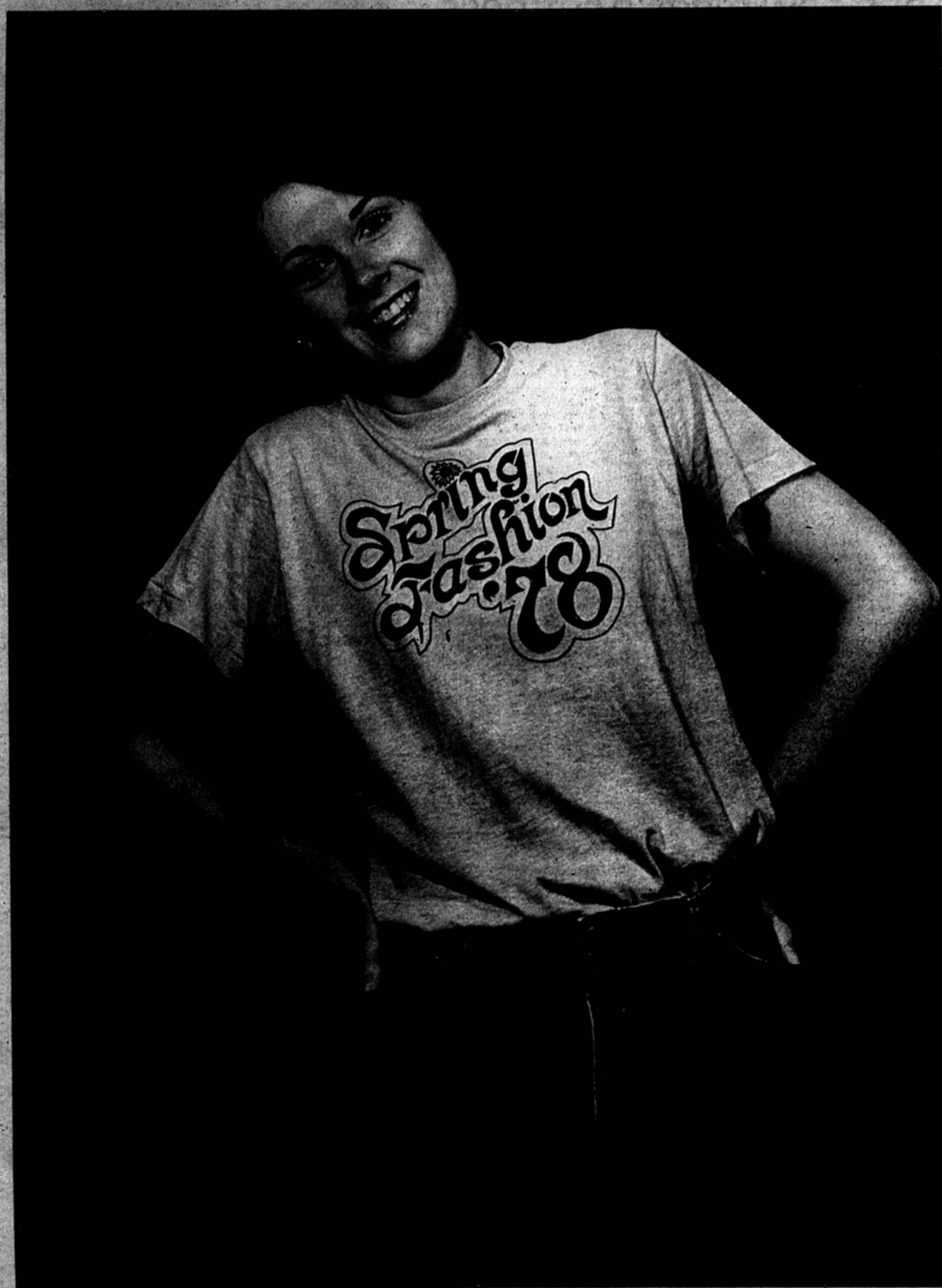
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Old and new meet in softness for fashionable spring look

By CATHERINE HANCOCK

This spring's stylish young woman will probably dress in clothes resembling those her grandmother wore as a girl.

But if she wants a more modern, "looky" look, she can dress like Annie Hall and still look fashionable.

Both the look of an old-fashioned girl, with its soft simplicity, and the Annie Hall style, made popular by actress Diane Keaton in the movie "Annie Hall," have common traits of softness, looseness and comfort. And with both styles comes a return to natural fibers and pastel or earthy colors.

The old-fashioned look is definitely a top seller for spring. Featuring gathering, soft colors, ruffling, embroidery and tiny buttons, the clothes have an innocence and a unique freshness to them.

Skirts are one mainstay of the new look. Whether mid-calf length or the new theater length, which comes right to the ankle, they are full and are often worn with ruffled petticoats underneath.

Soft peasant tops are worn with the new, old-fashioned skirts. Many of the tops are made to be worn off the shoulders, and some feature tucking and drawstrings at the

shoulders. The blouson, or drawstring top, with its soft fullness, is an integral part of the new feminine look.

The Annie Hall-style combines dirndl (peasant-style) skirts or drawstring pants with layers of loose shirts and big vests which are often reversible. The Annie Haller might wear a loose, unconstructed blazer with the sleeves rolled up.

The look combines colors which "blend, but don't necessarily match," according to Jennifer Chester, owner of My Friend's Place.

The dress will retain its recent popularity. The sundress, popular last year, is more detailed for this spring and summer. Shirtwaist dresses, which can be topped by a vest for a different look, are a new look for spring. Dresses are more popular than suits this spring, according to Mary Lewis McCoy of Linear Design.

Pants are still being worn, but their style has changed. The legs are much narrower, and the pants usually have several pleats below the waist. The Annie Hall pant has pleats which extend above the waistline.

The pantsuit with a matching jacket is slowly becoming a thing of the past. If pants are

worn with a jacket, it's usually one in a contrasting, rather than a matching, color.

Jeans, too, are experiencing some changes, losing ground to the dress as the most popular item of clothing. Jeans for this spring and summer will be snugger, with straight legs meant to be rolled up. The new jeans are more expensive, and prices are as high as \$30 and up.

Pastels are the most popular colors for spring. Lavender is particularly popular, according to Pam Hawkins, a merchandising assistant at J.C. Penney's. Earthy tones such as terra cotta (brick color) and rhubarb are also found in many clothes, as are jungle print fabrics.

Knit and other synthetic fibers are going the way of the miniskirt. Cotton, linen, Indian gauze and other natural fabrics are growing in use.

For sports and outdoor wear, jogging suits and gym trunk shorts are the fashion leaders. Baggy walking shorts will also be fashionable this spring. However, short shorts have not yet gone out of style.

The T-shirt, which has become a fashion staple in recent years, is still around, but with a lot more style.


—Continued to Page 13—



Photo by Eric Heister

Lisa Hahn, sitting, wears a sundress reminiscent of Grandma's younger days, while Patti Jackel lounges on the floor in an offbeat Annie Hall outfit.



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Old, new meet in spring look

—Continued from Page 12—

Day's tees are cut a little fuller, and their sleeves often carry the name of a famous designer. Other tees are fancier and frillier, with off-the-shoulder necklines and lace and embroidery on the collars.

In the race for bathing suit supremacy, the one-piece and the bikini are running neck and neck. Most merchants agree that girls are buying two suits—a bikini for soaking up

the sun and a one-piece for being stylish.

Flowers as accessories are waning this year, as blossoms are being replaced by rope, hemp and shells. Long scarves are tied around the necks of the Annie Hall outfits.

Men's clothing tends to change less from year to year than women's fashions, so the well-dressed man this spring may be wearing an outfit that has hung in his closet for over a

year. But natural fabrics are the big trend in men's clothes for spring.

Indian gauze and unbleached cotton are frequently used, and jeans are just as popular as they have been for years.

According to Andy Wilkins, assistant buyer for the men's department at Headquarters, the look for this year's well-dressed man is casual—a contrast to the women's new feminine look.

Three-piece suit still popular

Men's fashion becoming 'sportier'

By ALAN JUDD

While traditional, conservative three-piece suits will still be fashionable for men this spring, the sport coat is making a comeback for times when men want to dress up, but with a sportier look.

"Sport coats have been making a strong, strong re-entrance, ever since leisure suits took such a dive. And there are a lot of blazers," Sam Hall of Golden-Farley said.

"The three-piece, vested suit is still good, especially in the British look, which is really a more conservative look than we've had the last couple of seasons," Hall said.

He said there is also a new look in fabrics for suits.

"It is the natural fiber look—a linen or raw silk look, with fewer polyesters and more wools."

Gil Cowles, owner and manager of Jim and Gil's Men's Shop, agreed that sport coats will be popular, because men are looking for a "sportier look."

"People are getting a little tired of suits; they're ready for a change," he said. "But with the price of slacks, a shirt and a tie, that is almost as much money as for a suit."

Cowles also said a four-piece "quad" is popular. "It is a suit

with two pairs of pants and a reversible vest. And the three-piece is still good."

Pete Morris of Coachman Ltd. said a more conservative look is popular this spring.

"Button-down collar shirts, club ties and striped neckwear are popular," he said.

While dark-colored sport coats and contrasting pants are making "a very big comeback," suits are still "the order of the day," according to David Rabold Jr., manager of Rabold's Men's Wear.

Rabold said striped dress shirts and sport shirts are popular. "The biggest are knit shirts in the golf shirt look and the rugby look."

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Natural fabrics pose washday problems

By CATHERINE HANCOCK

Now that natural fabrics make up most of today's fashions, clothes' care has become a bit more difficult than simply throwing a shirt or dress in the washing machine and letting Cheer do the rest.

Dr. Martha Jenkins, coordinator of textiles, clothing and interior design programs, says that most of the more fragile fabrics should be given delicate care.

Linen, natural cottons and the like should be washed in warm water, either by hand or in the delicate cycle.

Drying in a dryer may cause unnecessary wrinkles, so drip-drying may be a more suitable alternative for some clothes.

Many of today's clothes are not meant to be dry cleaned. But expensive silk, used in more and more of today's fashions, should always be dry cleaned, according to Dr. Jenkins.

One summertime garment that requires special care is the bathing suit.

"It's important to wash them after you've been to the pool," Dr. Jenkins said, "as chlorine deteriorates the rubber used in some swimsuits and discolors the spandex used in others."

It's hard to clean summer shoes and other accessories

made of straw or rope. To make the job easier, they should be sprayed with a spot and stain repellent before they are first worn. The same treatment will also keep canvas accessories cleaner.

Those fall and winter clothes that are being put up for a long summer's nap also need special care. Woolens and other winter clothing need to be cleaned before they are stored.

"Perspiration left in fabrics will result in deterioration of the fabric, particularly in wool," Dr. Jenkins said.

Food stains left in clothing can attract bugs. Moth balls should be put in the storage area or a moth repellent finish can be put on the clothes at a dry cleaners.

Plastic dry cleaner bags or some other type of cover should be put over all clothing that will be hanging in storage for several months, particularly fabrics containing acetate, which can easily fade.

Boots, shoes and other leather goods should be stored in an area which is not too dry. A dry environment can cause the leather to dehydrate and crack. The legs of boots should also be filled with boot shapers or anything else which might keep them from losing their shape.

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Bridal gowns show new, old fashions

By CATHERINE HANCOCK

Weddings don't have to be traditional, and neither do bridal gowns, which this spring feature bustles, pleats and ruffled shoulders.

There'll be some new looks in wedding wear this spring, but the traditional look, complete with lace gowns and long trains, and maids in chiffon-topped halter dresses, is apparently retaining its long-time popularity.

One of the most popular of the traditional gowns is the lacy dress with a Queen Anne neckline. This dress has a partial high collar at the back of the neck but is cut low and wide in the front.

The dress often features either full or slim lace sleeves and an empire waistline and appliqued full skirt.

"Brides are beginning to choose the natural fabrics and laces for spring and summer, such as cotton, chiffon and eyelet lace," Mary Ann Maridis, Castner-Knott bridal consultant, said.

"And a lot of bridesmaid's gowns are made of cotton and lightweight voile."

Bustles, reminiscent of the 19th century, have made a comeback in the wedding dress. Some are formed by hooking the lower part of the skirt to the waist. Others are permanent features of the dress.

The off-the-shoulder look is a new popular feature for spring and summer, according to Alice Coop of the Bride's

House. The look follows a return to a simpler, more natural look in all women's clothes and the popularity of outdoor weddings. Such styles can be found for all members of the wedding party.

Many off-the-shoulder dresses are made of crisp eyelet lace or cotton. A ruffle often encircles both shoulders and the hemline, and the dress may have a chapel-length train and a ribbon-tied empire waist.

A simple and fresh dress, it is the choice of many brides who plan a garden wedding.

Crystal pleats (narrow, sharply pressed pleats) give an unusual look to wedding wear. In bridal gowns, the pleats are often made of chiffon or jersey. Several of the popular gowns feature crystal-pleated sleeves and skirts.

For the bride who wants a totally different look for her wedding day, the all-white wedding is a possibility, in which the bride, her groom and all the attendants are dressed in the traditional bridal color.

For bridesmaids, the jersey dress with a coordinating chiffon or voile cape continues to be the favorite of most young women. But there are some new styles, such as the off-the-shoulder look and full skirted voile dresses with fitted bodices.

Though local stores have been selling floral gowns with a white background, yellow continues to be the most popular color for bridesmaids.

The fresh flower bouquet bridesmaids traditionally carry is gradually being replaced by a single flower entwined with ribbon and baby's breath

or a bouquet of silk blossoms.

"The single flower is becoming popular because it's more economical," Miss Coop said. "And the girls like the silk flower arrangements because they can keep them long after the wedding day."

For nighttime weddings, the latest trend is for the attendants to carry hurricane lamps which hold lighted candles.

As for headwear, the wide-brimmed picture hat is still

worn by many maids and a few brides. Some of the hats are decorated with eyelet lace; others are adorned with flowers.

For the bride, veiling can be attached to the back of the bonnet. Flower arrangements in the hair are quite popular also.

Yet most brides still choose the traditional veil rather than a flower wreath or hat. The tiered veil is one of the most popular models.

About half of today's brides choose a veil with a blusher, a demure piece of illusion or net which hides the bride's face during the ceremony.

The pastel tuxedo in baby blue, peach, yellow and mint is the most frequently chosen wedding outfit for the summertime groom.

Another popular style is the white tuxedo with trimming or a shirt which matches the color of the female attendants' dresses.

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Makeup goes natural, easy

Natural and easy is the perfect description for this spring's makeup styles, with new color schemes on the horizon.

Mauves and taupes will accent the positive aspects of a woman's face and the colors will be blended with the skin's natural tones.

Apricots and moss tones will be "the thing" for this spring, according to Helen Hines of Castner-Knott.

An employee of the Bowling Green Beauty College said that makeup for modern spring hairstyles would be darker eye shadows and lip glosses, in colors such as burgundy and salmon. Girls with shorter hairstyles, however, "would want to go lighter on the makeup," she said.

If a hat is going to be a part of that special Easter ensemble, then makeup should be in the same color family as the hat or should bring out its dominant color.

Skin has one big plus in its favor in the summer—fewer rich moisturizers are necessary because the body produces more of its own oil and moisture.

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Wet look is style for dryness

By BRIDGET BRADY

When it comes to rainwear, there's something for just about everybody this season.

For those who can barely afford to keep themselves dry, there are inexpensive slickers in a variety of bright colors.

"Wet looks in fabric are popular, and the bright or 'vegetable colors' are very fashionable," Patty Hargis, Castner Knott coat and dress buyer, said.

"We've reordered those things (slickers) I don't know how many times," Mary Lewis McCoy of Linear Design said.

Bright rubber boots are the perfect rainy-day accessory for slickers. In neon colors, the boots often feature high wedge heels or contrasting soles.

For those who don't want the bright, flashy look, this season's raincoats are the thing. Conservative is the word in both color and style.

Most are loose fitting and are made of lightweight fabrics that have a sheen, according to Jennifer Chester of My Friend's Place.

Hooded coats, mid-calf lengths and coats with a drawstring or belted waist are also popular.

Natural linens and denims will be used in the coats this spring, Miss Hawkins said, and the colors are more natural and muted.

For men, "If you want something that will stay in style, then you want the conservative look," Pete Morris of Coachman Ltd. said.

The double-breasted trench coat is popular, Morris said. But the store's big-seller is a straight, single-breasted British tan raincoat with a built-in liner.

Umbrellas, too, have gone fashion-conscious. Designers have taken to signing them, and red-and-white Western umbrellas are a staple on campus.

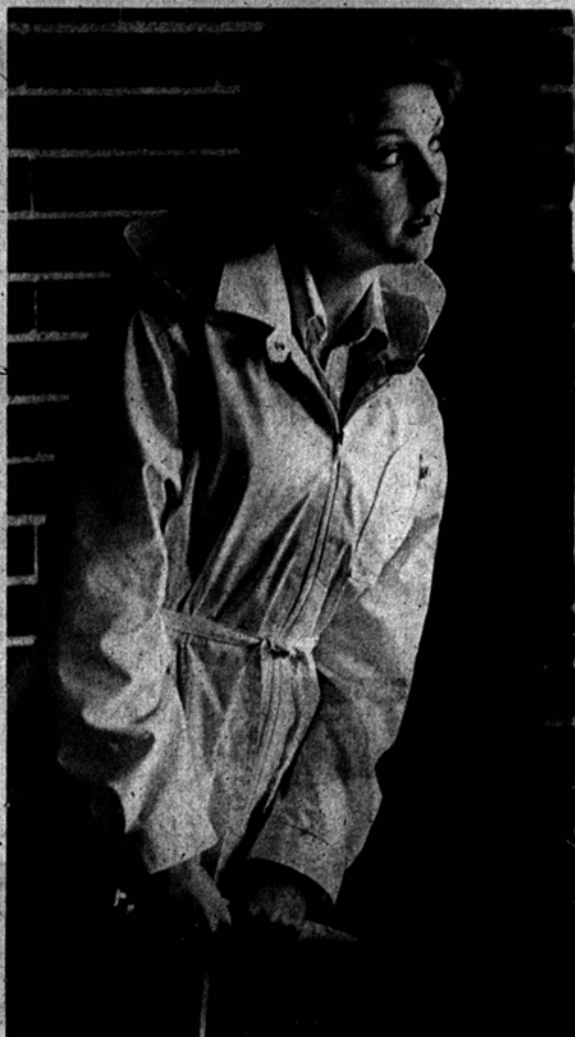


Photo by Harold Sinclair

Popular for the spring rainy season are hooded cotton jackets with narrow belts. Janet McGraw models a London Fog jacket from Castner Knott.

2-23-78 Herald 17

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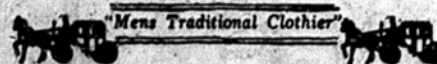
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Casual look: Popular since Eve let fig leaf go unironed

By BILLWOLFE

The "casual look" is in, they say. The casual look is always in. It came in when Eve first felt too lazy to iron her fig leaf. It will probably be in as long as humanity is around.

The casual look is difficult to define. It's somewhere between carefree and slovenly. The styles are fairly static: rips and wrinkles, patches and paint stains. Most casual-look people are college students (or college dropouts).

But the casual look is like rhythm: If you have to ask what it is and how to get it, you never will.

Casual is not a synonym for sloppy. Although all casual

looks are a little sloppy, not all sloppy looks are casual. Some sloppy looks are just sloppy.

The casual look can never be strived for. The moment any effort goes into looking casual, it becomes merely pseudo-casual.

The type that tries to look casual is pretty common. They buy pre-faded jeans and fringe the leg cuffs before they're ever worn. They sew patches over material that has never been torn.

Their hair is always meticulously casual. It may take hours in front of a mirror with a blow dryer and a can of aerosol Vitalis, but eventually they get each hair in its properly casual position. And

each hair will still be frozen into that casual position through rain, hail, sleet, snow or a 90-mile-per-hour wind.

The casual look leaves its wearer at ease, no matter what the situation. If someone feels the least bit uncomfortable in his torn shirt, faded and baggy jeans and World War II army boots, the casual look just doesn't come across.

The true casual-look person has made friends with his clothes. That's not easy. Clothes can be sullen and stiff when they're new. They must be handled carefully for their first few months. They must be taught, gently yet firmly, just who's wearing the pants in the family.

Eventually, a beautiful relationship develops. The casual-look person is more at home in his clothes than a fish is in the water. They move where he moves; they bend where he bends.

When, after a long and faithful life of service, a torn, tattered shirt or a pair of pants literally falling apart at the seams must be put to rest, the casual-look person does so with a tear in his eye.

The casual look is much more than a dirty T-shirt and an old pair of blue jeans. It's a philosophy, a way of life. It's always easy and never contrived. Really, there is only one way to describe it: Casual.



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Bowling Green Mall

Extras supply 'proper touch'

By SARA-LOIS KERRICK

From man-made plastic to natural jute to fancy lace, accessories will once again add the finishing and proper touch to spring fashions.

"We're selling more 14-karat gold than anything," Jennifer Chester, My Friend's Place owner, said. Also, "jute-look" bracelets, necklaces and earrings will be "in" this spring, she said.

"Anything with shells" will also be fashionable jewelry for spring, according to Mary Lewis McCoy, owner of Linear Design. Jute and straw will be strong, along with big ceramic ornaments tied on satin cord.

Plastic will return from little girl's barettes to big girl's jewelry—in the shapes of bangles, pins and necklaces.

"It's called the marble look," Mrs. McCoy said, and kiddish jewelry will be the latest thing this spring.

From skinny chains to three-inch wide bands, bracelets will be worn several at a time, Miss Chester said. "What they're doing is wearing one wide one on one arm and two smaller ones on the other."

Flower jewelry, combs and stickpins will still be seen, but they're "out," according to Miss Chester. "I didn't order a single thing with flowers."

New on the scene are pastel fishnet scarves to be worn around the neck or waist.

"Any of the little hats" will be in vogue, according to Miss Chester. "We ordered about 130 and we've sold them all—gone in about a week and a half."

My Friend's Place has ordered more, she said, including baseball caps, jockey caps and "Annie Hall" hats—a small hat with a turned-up brim.

Straw and canvas, typical summer wear, will make up the hats.

Clutch purses in pastel

leather, straw or canvas will be worn with dressy clothes, according to Miss Chester, and casual clothes will call for big purses.

Belts, too, will be in pastel leather or jute-like material.

Ankle bracelets trimmed in lace have been cropping up in fashion magazines, but according to local merchants, they won't hit Bowling Green in a big way.

"I'll wait and see how they do this summer," Mrs. McCoy said.

Cover photo

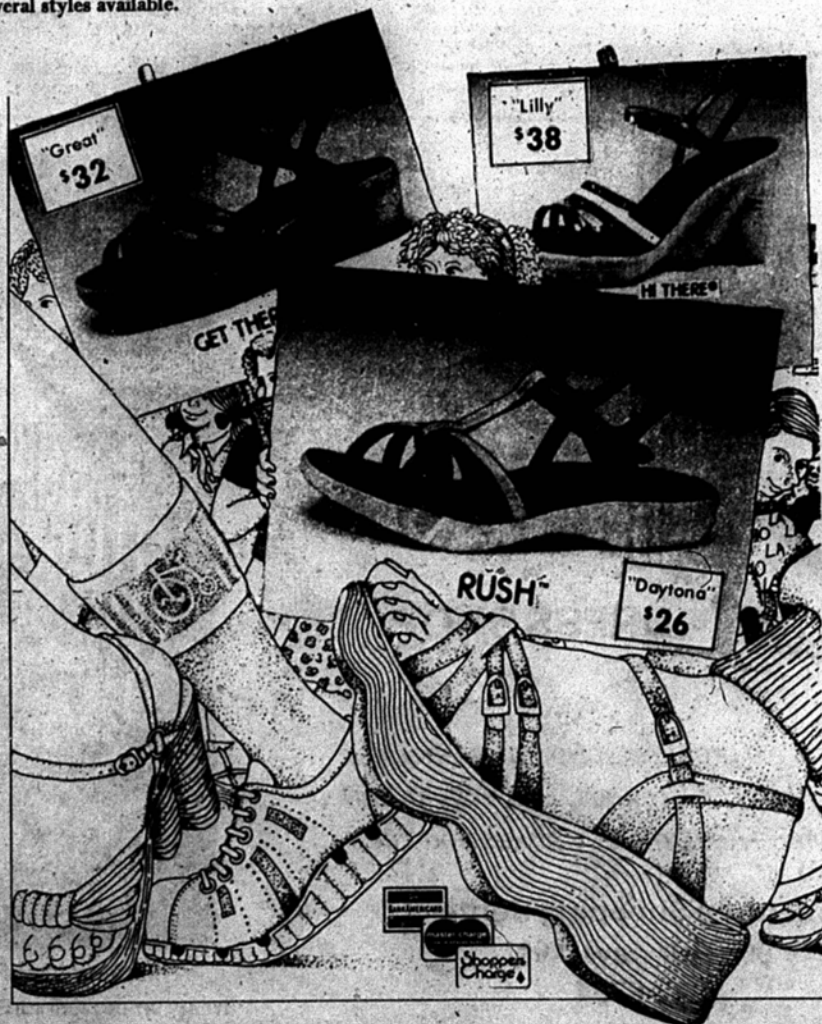
Connie Gibson gets ready to swing into spring with a T-shirt designed by Bob Coffey and Roland Gibbons. Photo by Mark Lyons.



Editor.....Roger Malone
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Downtown

Flowing curls is 'new wave'

By LYNN B. WRIGHT

Curls and waves reminiscent of the 1930s are just the look to complement the flowing spring fashions popular this year.

"People can be themselves, choose within the realm of what we are doing now and still look great," Mary Jane Taylor of Mr. Ben's said.

Short hair is still popular with women because it is easy to care for and takes less time to wash, but "wedge" cuts are being updated with curls. Some women are letting their hair grow to shoulder length and adding body waves for a softer, more feminine look.

"The latest in Europe, but it will take two years to get here, is the short, layered, curly, carefree look," according to Billy Murphy of Safari.

For a special occasion, crimping can give an extra special festive look.

"We are doing quite a bit of crimping," Karen Smith, chief stylist at Castner Knott, said.

Crimping hair gives the hair a kinky, wavy look. The crimped hair can be pulled back with combs or barrettes, adorned with flowers or decorative cord, or even tied in special knots for an exotic effect.

Using a crimping iron gives hair more body. It is more extreme than curling.

Crimping also can be done by

other methods. The hair can be plaited in tiny braids while wet, then dried with a blowdryer. Wet hair can also be wrapped in and out between the two sides of an old-fashioned hairpin. The ends of the pin are then bent down over the ends of the hair and the hair is dried with a blowdryer.

Curls can be achieved by using a blowdryer and round brush, a curling iron or electric rollers.

For those whose stubbornly straight hair just won't curl, a permanent can give hair the necessary body to achieve today's full and wavy look. The newest permanents are designed to be adapted to the individual needs of different types of tresses.

But whether it's crimps or curls, it's still more fashionable than straight hair this year.

Curls to fill out the shorter, more well groomed look for men are also in demand. Body waves are also good to cover up thin spots.

Beards and mustaches are also popular with shorter hair. Many local salons offer beard trimming.

For the man who wants something different there is the Afro look, which lasts two or three months with minimal care.

Hair to the middle of the ear and near the collar in the back



Photo by Lynn Wright

Sometimes it would be nice to have six arms to keep long, beautiful hair in shape. Gloria Shaw helps to illustrate that fact even though she doesn't really have six arms.

is the trend.

Whatever the style, proper care is important, and healthy hair looks better if it has a shine.

Shampoo should be Ph balanced to protect the hair. Many shampoos are high in alkaline content and if used without a conditioner will damage hair.

Chlorine is bad for hair and will turn it green, so swimmers

should use a conditioner after every day in the pool.

Sun and wind exposure also harm hair, and a conditioner should be used to prevent the hair from being burned by the sun.

Those who use harsh dandruff shampoos should choose a low Ph brand and use a conditioner to offset the harshness.

Shorter styles mean more trips to the stylist and that can mean some big expenditures.

Prices for a dry cut range from \$4 to \$10, depending on store policies and various services.

Wet cuts, which most salons prefer because they allow a more accurate cut, are priced from \$9.50 to \$14.

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This dress from P.R. Foster is just one of the many spring fashions now available at the Carousel.

New swimwear suiting many

The trend started by Farrah Fawcett's slinky tank suit last year was evidently not just a flash in the pan. According to Mary Lewis McCoy of Linear Design, "The one-piece is even more popular this year than last year."

The bathing suits are fairly similar to last year's, but the colors are new—berry tones, bronze, bright pinks, bright greens, bright anything are popular this year.

The racing-style tank, strapless suit and the new "French cut" (which is cut higher on the leg) one-piece suit are all popular. Pam Hawkins of J.C. Penney's said many of the suits have emphasis on the waist.

The material is still Quilana, nylon or spandex. Cindy Lanier of Castner-Knott said, "We don't have any in cotton or terry cloth."

Many of the suits come with cover-ups, and visors and beach bags are available.

According to Mrs. McCoy, the two-piece is "still most prevalent" because girls like more exposure to the sun. The six-way top is still popular.

Many suits have already been sold in the stores' junior departments, mostly to students planning Florida vacations over spring break, the women said.



Photo by Judy Watson

The tank suit, one-piece suit and the bikini will be the most popular this summer. These suits from Linear Design are modeled by Robin Andrews, Valerie Brown and Anna Garcia.

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Shoes:

By CAROL NORTON

With high spiked heels and super thin straps, this spring's sandals are quite a change from winter's clunky boots.

Style is moving away from heavy platforms, and the latest sandals feature wrap-around ankle straps and buckles in the front.

Straps are at a minimum, with one or two over the top of the foot and perhaps two around the ankle.

Spring brings a rebirth of beautiful colors, and although pastels have been popular in recent years, this spring they are more apparent, Lovada Richardson of Castner-Knott said.

One trend is mixing colors, and local shoe stores are selling shoes in black and white and tan and beige. Evening shoes also will be multicolored, G. Edmunds of Adams Shoes said.

Another spring fashion style is leather deck shoes or topsiders. The lace-up, flat shoes have rubber soles.

Molded shoes made in a variety of materials with slender straps are a good way to accent pants and jeans. The platform soles have an airy effect.

Local shoe stores are also selling macrame sandals made of jute or woven leather, which complement the flowery peasant-style clothes, Ms. Richardson said.

Dutch boy clogs remain a major part of the women's shoe wardrobe. This spring the clogs will have a more feminine look.

Canvas remains the main material for spring, Ms. Richardson said, and wedged espadrilles (sandals with a fabric upper) are again the fashion for the sporty look.

Strappy, pastel sandals replace clunky platforms



Photo by Scott Robinson

These strappy wedge-heel sandals from Sailin' Shoes are fashionable again this spring.

Men's shoes will sport a casual look, and high heels have gone out of style, Tim Underwood of Thom McAn Shoes said. Loafers, rather than lace-ups, will be in vogue, he said.

One spring style features

crepe soles and a moccasin-type upper, he said.

The wing tip, popular 20 years ago, will return this spring, according to Blake Doyle of Golden-Farley. The lace-up shoes with wing-like designs on the sides come in black, tan and brown.

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Students 'do it' with T-shirts

By LINDA SANDERS

Almost everybody carries around a built-in billboard with him—a billboard created by the phenomenon known as the T-shirt.

It has been used to promote everything from Pepsi to illicit sex. Its popularity among college students is second only to blue jeans and sleeping late.

Casual observation of T-shirt wearers reveals only one thing—there is no typical T-shirt. T-shirts have been sighted on the most fashion-conscious New Yorker and on the most nonchalant art major. T-shirts are in.

T-shirters usually have some product or cause to support. Some seem almost universal. (Travel anywhere in this country and count the "Adidas" or "Keep on Truckin'" shirts. The point will be made.) Some are unique, some incomprehensible.

But by far the most popular, and usually the most interesting, category of shirts is the slogan style. These range from the amusing to the erotic to the disgusting.

Recently popular is the "Do It" shirt. Every avocation has something to say about how the world should do it. Boaters say do it on the water. Nature freaks say do it on the grass. Sunshine law supporters say do it in the open. Politicians say they didn't do it. Businessmen say do it in triplicate.

The T-shirts for two have shown themselves popular. They include "No. 1" and

"Inspected by No. 1" or "I only sleep with the best" and "The best." The only problem is when the wearers get separated. It is rather disconcerting to see a "His" without a "Hers."

A women's libber was seen wearing a shirt that asserted "A woman's place is in the house—and in the senate." A pregnant woman wore a shirt pointing out the "Coming Attraction." And a long-hair sported a shirt retorting, "If it's too loud, you're too old."

The King Tut exhibit's tour of American cities inspired some of the more unique shirts. One was designed with two sphinxes and read "Keep your hands off my tuts."

Since T-shirts can't be censored, many undeleted expletives get to the public. Many T-shirts have something to say about the wearer's body. For example, young girls have displayed shirts saying, "My body is mine, but I share" and "I am a virgin, but this is a very old T-shirt."

T-shirts also cast their vote for musical groups, eating establishments, brand names, drinks and almost anything else. The Beatles probably win as the most frequently advertised group; Farrah Fawcett wins as the most hated and best loved, according to the sex of the viewer.

Students wear T-shirts for many reasons, it seems. Most obviously, they're cheap. Second, they're comfortable. Third, they say things. At least those are the reasons some students gave in an informal survey.

The most confusing category of T-shirts is the novelty shirt—one created by the wearer. The "Massachusetts State Home for the Bewildered" made the headlines (chestlines?) on one shirt; another shirt said "BMRT is the best."

Whether or not style experts say the T-shirt is in, college students and others seem determined to do one thing. They're gonna keep their shirts on.

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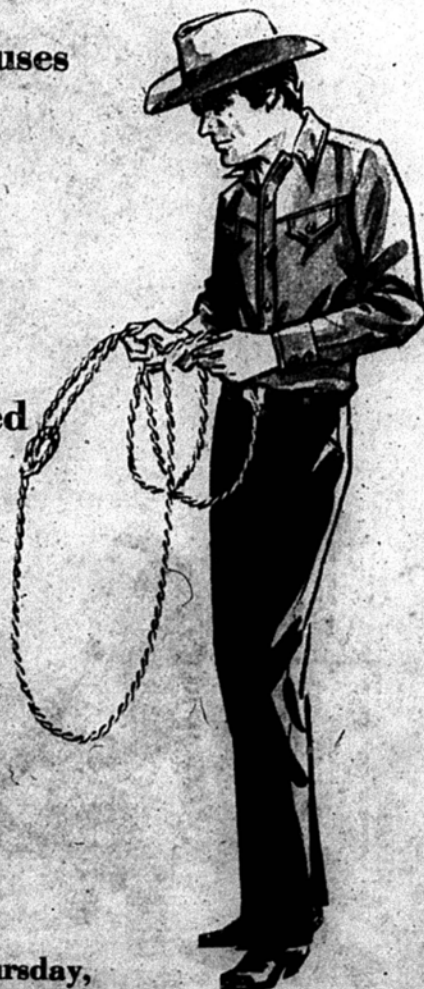
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